

Supplemental Statement

**Pursuant to the Foreign Agents Registration Act of
1938, as amended**

For Six Month Period Ending 07/31/14

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant

(b) Registration No.

JAMAICA TOURIST BOARD

2360

(c) Business Address(es) of Registrant

5201 BLUE LAGOON DR.
SUITE 670
MIAMI, FL 33126

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

- | | | |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

(b) If an organization:

- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

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IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☐ No ☒

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

JAMAICA TOURIST BOARD

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10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes ☐ No ☐

Exhibit B⁴ Yes ☐ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☐

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

Jamaica Tourist Board conducted sales calls and blitzes on travel agents throughout the United States. The Board also visited group planners to encourage and educate their clients on travel to Jamaica. Educating these groups will ensure a better understanding of the destination product, thereby assisting the agent or planner in closing a sale for a clients' vacation or group incentive meeting in Jamaica. Destination training was also conducted in-house to reservation agents at various tour operator offices and airline reservation centers.

The Board participated in trade and consumer shows during this 6-month period distributing trade brochures and promoting the brand. Jamaica Travel Specialists – graduates of our "One Love Rewards" online training program were hosted at breakfast or evening seminars throughout the United States to update them on the destination. Familiarization (fam) trips were held on-island to educate agents on the various resorts, hotels and attractions available for their clients.

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

⁵ "Political activity," as defined in Section 1(o) of the Act, means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
Feb 1 - July 31, 2014	SUNDRY ACCOUNTS	OPERATIONAL EXPENSES	

\$920,142

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D⁸ to your registration? Yes ☐ No ☒

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

- (1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐
- (2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
Feb 1 - July 31, 2014	SUNDRY	OPERATIONAL EXPENSES	

\$945,563

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²

Yes ☒ No ☐

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

JAMAICA TOURIST BOARD

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☒ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams
☐ Advertising campaigns ☒ Press releases ☒ Pamphlets or other publications ☒ Lectures or speeches
☐ Other (specify) _____

Electronic Communications

☒ Email

☒ Website URL(s): WWW.VISITJAMAICA.COM

☒ Social media websites URL(s): WWW.FACEBOOK.COM/VISITJAMAICA; WWW.TWITTER.COM/VISITJAMAICA

☐ Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☐ Newspapers ☐ Libraries
☐ Legislators ☐ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☒ Other (specify) TRAVEL TRADE & CONSUMERS

21. What language was used in the informational materials:

☒ English ☒ Other (specify) SPANISH

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☐ No ☐

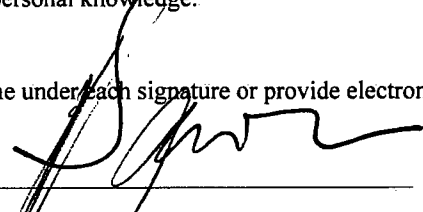
¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

10/16/14

(Print or type name under each signature or provide electronic signature¹³)
DONALD DAWSON

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.



ATTACHMENT 15 (A)

DISBURSEMENTS – MONIES: JTB MIAMI, FL

(6-month period ending JULY 31, 2014)

<u>DATE</u>	<u>PURPOSE</u>	<u>AMOUNT (US\$)</u>
FEBRUARY	General Operating Expenses	101,656.91
MARCH	“ “	174,132.56
APRIL	“ “	149,978.23
MAY	“ “	294,702.44
JUNE	“ “	107,462.05
JULY	“ “	<u>117,630.94</u>
		\$945,563.13

JAMAICA

TOURIST BOARD

ATTACHMENT 14 (A)

RECEIPTS – MONIES: JTB MIAMI, FL

(6-month period ending JULY 31, 2014)

<u>MONTH</u>	<u>FROM WHOM</u>	<u>PURPOSE</u>	<u>AMOUNT (US\$)</u>
	Jamaica Tourist Board 64 Knutsford Blvd. Kingston 5 Jamaica, W.I.		
FEBRUARY		General Operating Expenses	183564.28
MARCH		“ “ “	168366.79
APRIL		“ “ “	149976.00
MAY		“ “ “	253,742.23
JUNE		“ “ “	132,760.00
JULY		“ “ “	<u>31,732.40</u>
	TOTAL		920,141.66

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CALENDAR OF ACTIVITIES

FEBRUARY 1 - JULY 31, 2014

EVENT	LOCATION	DATE	REGION	RATIONALE	Responsibility	Target Qty	Type
7th Annual Louise Bennett-Coverley Reading Festival	Pembroke Pines, FL	2/1/2014 12:00	South	This event takes the form of a panel discussion about Jamaican culture and is being held under the distinguished patronage of the Hon. Franz Hall, Consul General of Jamaica, based in Miami, FL.	Wright	300	Consumers
Milne Travel/American Express Consumer Travel Expo	Braintree, MA	2/1/2014 18:00	Northeast	Annual series of shows for this agency will provide opportunity to market brand Jamaica targeting Milne Travel's corporate and consumer clientele which ranges from hospital employees to college faculty and students.	Dobson	100	Consumers
Baltimore Bridal Show	Baltimore, MD	2/1-2/2014 6:00	Northeast	Annual bridal show which provides an opportunity to promote this niche market to brides-to-be, wedding planners, etc.	Rogers	2000	Consumers
Mann Travel Show	Charlotte, NC	2/1/2014 18:00	South	Annual participation in the largest consumer travel and cruise show in Charlotte hosted by Mann Travel.	Christie	1000	Consumers
JTB Midwest Sales Call Blitz	Michigan	2/3-6/2014 10:00	Midwest	Sales call blitz to update the trade.	Mesquita	75	Agencies
JTB/Midwest - Dinner Presentation Series	Detroit, MI	2/3/2014 18:00	Midwest	An interactive dinner seminar with our JTS providing a visual update on the destination. Emphasis will be on the incentives/rewards program and how to use it to drive more business to Jamaica.	Mesquita	35	Agents
JTS "Get All Right" Dinner Seminar Series	Baltimore, MD	2/4/2014 18:00	Northeast	Part of a series of seminars designed to keep Jamaica top of mind with our Jamaica Travel Specialists as well as to boost Winter 2014 business.	Rogers	75	Agents
JTB/Midwest - Dinner Presentation Series	Troy, MI	2/4/2014 18:00	Midwest	An interactive dinner seminar with our JTS providing a visual update on the destination. Emphasis will be on the incentives/rewards program and how to use it to drive more business to Jamaica.	Mesquita	50	Agents
Vacation Express Summer Destination Showcase 2014	Atlanta, GA	2/4/2014 18:00	South	Annual support of tour operators' trade show used to update agents on their product offerings and a great opportunity for JTB to network with their clientele.	Christie	130	Agents
JTB Midwest Sales Call Blitz	Ann Arbor/Lansing, MI	2/5/2014 10:00	Midwest	Sales calls to update the trade.	Mesquita	16	Agencies
JTS "Get All Right" Dinner Seminar Series	Rockville, MD	2/5/2014 18:00	Northeast	Part of a series of seminars designed to keep Jamaica top of mind with our Jamaica Travel Specialists as well as to boost Winter 2014 business.	Rogers	30	Agents
JTS "Get All Right" Dinner Seminar Series	Tyson's Corner, VA	2/6/2014 18:00	Northeast	Part of a series of seminars designed to keep Jamaica top of mind with our Jamaica Travel Specialists as well as to boost Winter 2014 business.	Rogers	30	Agents
JTB/Midwest - Dinner/Presentation Series	Grand Rapids, MI	2/6/2014 18:00	Midwest	An interactive dinner seminar with our JTS providing a visual update on the destination. Emphasis will be on the incentives/rewards program and how to use it to drive more business to Jamaica.	Mesquita	45	Agents
Vacation Express Summer Destination Showcase	Charlotte, NC	2/6/2014 18:00	South	Annual support of tour operators' trade show used to update agents on their product offerings and a great opportunity for JTB to network with their clientele.	Christie	90	Agents
The Boston Globe Travel Show	Boston, MA	2/7-9/2014 12:00	Northeast	Participation in annual event to promote the destination.	Dobson	20000	Agents-Consumers
Travel & Adventure Show 2014	Long Beach, CA	2/8-9/2014 10:00	West	This event is the premier consumer show in the Los Angeles area attracting travel enthusiasts from the metropolitan and surrounding areas of Southern California which will present a great opportunity to gain added exposure for the destination.	Holland	29000	Agents-Consumers
JTB Midwest Sales Call Blitz	West Illinois	2/11-14/2014 10:00	Midwest	Sales call blitz to update the trade.	Bucknor	60	Agencies
Liberty Buzz Night	Philadelphia, PA	2/11/2014 18:00	Northeast	Regular update on the destination to the Liberty travel agents.	Senior	80	Agents

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JAMAICA TOURIST BOARD - USA

CALENDAR OF ACTIVITIES

FEBRUARY 1 - JULY 31, 2014

EVENT	LOCATION	DATE	REGION	RATIONALE	Responsibility	Target Qty	Type
Jamaica Day at Cheap Caribbean	Doylestown, PA	2/12/2014 11:00	National	JTB will sponsor lunch at the reservations center with a goal to fostering closer relations and engendering a Jamaica spirit into Cheap Caribbean's corporate culture. The opportunity will also be used to launch a booking incentive program for March that will award the center's top booker with a vacation prize. Hotel partners on CC's product menu will be invited to the event.	Senior	130	Trade
Reggae Runnings Promotion	South Beach, FL	2/14/2014 17:00	South	This will be the Grand Opening of the Reggae Runnings Store. The promotion will air on HOT 105FM on Saturdays. Their social media campaign will start the 2nd week of February and run for 3-4 weeks to engage the listening audience. The event is free and open to the public and offers a great opportunity to educate consumers on the destination.	Wright	500	Consumers
17th Annual AAA Travel Odyssey & Vacation Expo	Wyomissing, PA	2/16/2014 12:00	Northeast	JTB will partner with a hotel/tour operator to facilitate onsite booking at this event which attracts a huge audience looking for ideas on travel destinations.	Senior	22000	Consumers
Southern Bridal Show	Charleston, SC	2/16/2014 18:00	South	Elite Bridal Events will host a series of 3 shows in the South (GA/SC) targeting brides-to-be as well as wedding planners seeking Caribbean destinations for weddings and honeymoons.	Christie	1200	Consumers
JTB Midwest Breakfast Seminar	Fargo, ND	2/17/2014 8:00	Midwest	Breakfast seminar featuring Blue Mountain coffee for the Jamaica Travel Specialists in this city.	McDermoth	15	Agents
JTB Midwest Sales Call Blitz	N. Dakota	2/17-21/2014 10:	Midwest	Sales call blitz to update the trade.	McDermoth	30	Agencies
JTB Midwest Breakfast Seminar	Bismarck, ND	2/18/2014 8:00	Midwest	Breakfast seminar featuring Blue Mountain coffee for the Jamaica Travel Specialists in this city.	McDermoth	15	Agents
Downtown Wine & Food Festival	Orlando, FL	2/22-23/2014 10:	National	JTB will participate with a booth and provide juice tastings.	Wright	30000	Consumers
Travel & Adventure Show 2014	Washington, DC	2/22-23/2014 12:	Northeast	This 2-day event is the leading travel/consumer show in the US and draws a tremendous crowd. JTB will partner with a hotel for a prize giveaway and provide a steel band performance on the main stage. Tour operator packages will also be distributed.	Rogers	25000	Agents-Consumers
Southeast Travel Show	Greenville, SC	2/22/2014 18:00	South	This is the 2nd year for this travel show which is geared to capture top agents and consumers in Greenville. JTB will have the opportunity to promote the destination during a live broadcast with WSSL Radio.	Christie	1000	Agents-Consumers
Dynamic Travel & Cruise Annual Travel Show	Grapevine, TX	2/23/2014 11:00	Southwest	Consumer travel show with opportunity for attendees to book onsite.	Woolcock	500	Consumers
Servant Travel Destination Wedding Show	Dallas, TX	2/24/2014 10:00	Southwest	Brides-to-be from the states of Texas and Oklahoma are expected to attend this bridal event sponsored by Servant Travel. A great opportunity to promote this niche market.	Woolcock	75	Consumers
Vacation Express Summer Destination Showcase	Memphis, TN	2/26/2014 18:00	South	Annual support of tour operators' trade show used to update agents on their product offerings and a great opportunity for JTB to network with their clientele.	Christie	80	Agents
Vacation Express Summer Destination Showcase	Nashville, TN	2/27/2014 18:00	South	Annual support of tour operators' trade show used to update agents on their product offerings and a great opportunity for JTB to network with their clientele.	Christie	120	Agents
2014 New York Times Travel Show	New York, NY	2/28-3/2/2014 10:	Northeast	Annual expo which provides an opportunity to educate consumers on air service from across the NE and the island's wide range of accommodations, etc.	NE Team	18500	Agents-Consumers
AAA Montgomery Consumer Travel Show	Montgomery, AL	3/1/2014 11:00	South	This event which is free to consumers will offer on-site booking with specials solely for Jamaica.	Wright	200	Consumers
FC USA Travel Expo 2014	Edison, NJ	3/2/2014 18:00	Northeast	Opportunity to showcase the destination at this 3rd annual consumer expo organized by our largest tour operator partner in the NE - Flight Center USA.	Sinclair	6000	Consumers
Liberty Travel Buzz Night	Pittsburgh, PA	3/3/2014 18:00	Midwest	Opportunity to give a destination presentation on the product to Liberty's top agents.	Mesquita	25	Agents
The Jamaica Experience Expo	Orlando, FL	3/6/2014 11:00	South	Hosted by Break Away Moments, this is one of the largest diaspora travel shows in Orlando and over 50 travel vendors are expected to participate.	Wright	500	Consumers
Golfweek's Golfest 2014	The Villages, FL	3/7-8/2014 9:00:	South	This is one of the largest golf events in the Southeast region and presents a great opportunity to promote Jamaica as a major golfing destination.	Wright	8000	Consumers
AAA Southern New England Travel Show	Foxborough, MA	3/7-9/2014 6:00:	Northeast	Annual support of New England's largest booking show for travel.	Dobson	14000	Consumers

JAMAICA TOURIST BOARD - USA

CALENDAR OF ACTIVITIES

FEBRUARY 1 - JULY 31, 2014

EVENT	LOCATION	DATE	REGION	RATIONALE	Responsibility	Target Qtr	Type
8th Annual "For Jamaica" Fundraising Dinner	Plantation, FL	3/8/2014 19:00	South	Support of annual diaspora event in the South Florida area.	DaCosta	300	Consumers
AAA San Rafael Spring Travel Fair	San Rafael, CA	3/11/2014 18:00	West	Opportunity to promote the destination to AAA's clients.	Holland	50	Consumers
Connecticut Golf Show	Hartford, CT	3/14-16/2014 6:0	Northeast	Opportunity to showcase the destination at this 3rd annual expo organized by our largest tour operator partner in the NE - Flight Center USA.	Dobson	8500	Consumers
AAA 2014 Travel Marketplace	Long Island, NY	3/15/2014 11:00	Northeast	This is their 2nd annual Marketplace which will give JTB the opportunity to promote to consumers from the NY/NJ/PA gateways and drive them to the onsite booking facilities provided by TI and AAA.	Dobson	14000	Consumers
"Get All Right" Jamaica Day Luncheon	Phoenix, AZ	3/18/2014 11:00	West	Luncheon hosted for one of our online tour operators - Cheap Caribbean to hype the reservation agents for the booking incentive currently in progress for March. Hotelier partners will join JTB.	Holland	80	Agents
Love Jamaica - by Stoosh Productions	Lauderdale Lakes, FL	3/22/2014 19:00	South	Opportunity to interact with the Jamaica diaspora on developments within the Jamaica tourism industry.	Wright	200	Consumers
FC USA Travel Expo 2014	Long Island, NY	3/23/2014 18:00	Northeast	Opportunity to showcase the destination at this 3rd annual expo organized by our largest tour operator partner in the NE - Flight Center USA.	Sinclair	6000	Consumers
JTB Midwest Breakfast Seminar	Omaha, NE	3/25/2014 8:00	Midwest	Breakfast seminar featuring Blue Mountain coffee for the Jamaica Travel Specialists in this city.	McDermoth	25	Agents
JTB Midwest Seminar	Davenport, IA	3/27/2014 8:00	Midwest	Breakfast seminar featuring Blue Mountain coffee for the Jamaica Travel Specialists in this city.	McDermoth	25	Agents
38th Annual Beneath the Sea Consumer Expo	Secaucus, NJ	3/27-30/2014 12:	Northeast	This annual event attracts both divers and non-divers, including families, singles and couples from among the country's wealthiest and largest concentration of consumers in the lucrative NE region.	Senior	14000	Consumers
PTANA - Jamaica "Get All Right" event	Houston, TX	3/27/2014 18:00	Southwest	JTB will partner with the Professional Travel Agents of North America (PTANA) along with Sandals & Beaches Resorts to present Jamaica at their March meeting in Houston. The JTS Program will also be promoted prior to the event and agents encouraged to update their profile. Sandals will provide a call-to-action for their Jamaica hotels and promoted that evening.	Woolcock	30	Agents
The Black Women's Expo	Chicago, IL	3/28-30/2014 11:	Midwest	Opportunity to promote Jamaica to the African-American consumer market.	Bucknor	30000	Consumers
Majors Travel 2014 Consumer Travel Expo	Staten Island, NY	3/30/2014 18:00	Northeast	Opportunity to market the destination and promote Spring/Summer travel directly to this agency's clientele in proximity to 2 major gateways (JFK & EWR).	Sinclair	700	Consumers
Cruise3Sixty	Ft. Lauderdale, FL	4/4-5/2014 10:00	South	JTB will extend invitations to our leading attractions - Mystic Mountain, Island Routes & Blue Mountain Tours to participate in this annual show which highlights Jamaica as the premier cruise destination in the Caribbean.	Wright	30000	Agents-Consumers
JTB/Apple Vacation Fam Trip	MBJ/NEG	4/5-9/2014 8:00:	Midwest	Agents who are top retailers for Apple as well as Jamaica Travel Specialists will be invited on a fam from the N & S Dakota and Minnesota states to be updated on-island.	McDermoth	10	Agents
FC USA Travel Expo 2014	Philadelphia, PA	4/6/2014 18:00	Northeast	Opportunity to showcase the destination at this 3rd annual expo organized by our largest tour operator partner in the NE - Flight Center USA.	Senior	6000	Consumers
ASTA Mid America Annual Travel Fest Trade Show	Cleveland, OH	4/7/2014 18:00	Midwest	Opportunity to maintain presence in the marketplace and keep the momentum going that Jamaica is currently experiencing, especially from this state.	Mesquita	300	Agents
Ignite Business Expo	Toronto, Canada	4/8-9/2014 10:00	Groups	Opportunity to meet with potential buyers at Canada's premier event targeting corporate purchasers/decision makers of premiums, awards and incentive programs.	Hamilton	2050	Buyer
ASTA Mid America Annual Travel Fest Trade Show	Pittsburgh, PA	4/8/2014 18:00	Midwest	Opportunity to maintain presence in the marketplace and keep the momentum going that Jamaica is currently experiencing, especially from this state.	Mesquita	300	Agents

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JTB "Get All Right" Workshop	Greenville, SC	4/8/2014 18:00	South	A seminar to update the Jamaica Travel Specialists graduates and top sellers on the Jamaica product.	Christie	45	Agents
GoGo Worldwide Showcase	Chicago, IL	4/9/2014 18:00	Midwest	Annual series of shows to promote their product.	Bucknor	200	Agents
JTB "Get All Right" Workshop	Columbia, SC	4/9/2014 18:00	South	A seminar to update the Jamaica Travel Specialists graduates and top sellers on the Jamaica product.	Christie	45	Agents
Jamaica Travel Specialist Seminar	Sacramento, CA	4/9/2014 18:00	West	Seminar to update the JTS on the program and the destination.	Holland	25	Agents
JTB "Get All Right" Workshop	Charleston, SC	4/10/2014 18:00	South	A seminar to update the Jamaica Travel Specialists graduates and top sellers on the Jamaica product.	Christie	45	Agents
Jamaica Travel Specialist Seminar	San Francisco, CA	4/10/2014 18:00	West	Seminar to update the JTS on the program and the destination.	Holland	35	Agents
JA-GA Reggae Festival	Galveston Island, TX	4/11/2014 11:00	Southwest	JTB will be named as a sponsor on all promotional ads i.e. press, social media, banner signage etc. for this Jamaica branded Reggae festival showcasing our music, cuisine and culture.	Woolcock	10000	Consumers
Liberty Travel of Rochester Travel Showcase	Rochester, NY	4/12/2014 18:00	Northeast	Opportunity to promote the product and its offerings to consumers in this area.	Sinclair	500	Consumers
JTB/AM Resorts (Secrets)	Montego Bay	4/13-16/2014 3:0	West	Agents from the West Coast will be hosted on a fam trip to the Secrets Resort in Montego Bay.	Holland	20	Agents
Love Jamaica - by Stoosh Productions	Pembroke Pines, FL	4/13/2014 18:00	South	Opportunity to interact with the Jamaica diaspora on developments within the Jamaica tourism industry.	Wright	200	Consumers
SE Sales Call Blitz	Louisiana	4/14-18/2014 12:	South	Sales blitz to promote the Vacation Express charter New Orleans to Montego Bay starting May 17, 2014.	Wright	40	Agencies
JWOF Luncheon (Jamaican Women of Florida)	Ft. Lauderdale, FL	4/19/2014 12:00	South	Opportunity to continue building relationships with the diaspora and local communities.	Wright	200	Consumers
Destination Training - AA Vacations Reserv Center	Tulsa, OK	4/21/2014 17:00	West	Train and update the reservations agents at this American Airlines Reservations Center.	Woolcock	70	Agents
Jamaica Travel Specialist Dinner Seminar	Indianapolis, IN	4/21/2014 18:00	Midwest	One of four seminars being used to promote awareness of the Vacation Express summer charter and DL Airlines scheduled service through August 2014.	Mesquita	40	Agents
Destination Training - Southwest Airlines Reserv Ctr	Tulsa, OK	4/22/2014 17:00	West	Train and update reservation agents on the destination product.	Woolcock	35	Agents
Jamaica Travel Specialist Dinner Seminar	Louisville, KY	4/22/2014 18:00	Midwest	One of four seminars being used to promote awareness of the Vacation Express summer charter and DL Airlines scheduled service through August 2014.	Mesquita	35	Agents
Travel Impressions Trade Show	Atlanta, GA	4/22/2014 18:00	South	Support annual tour operator show.	Christie	120	Agents
Jamaica Travel Specialist Dinner Seminar	Cincinnati, OH	4/23/2014 18:00	Midwest	One of four seminars being used to promote awareness of the Vacation Express summer charter and DL Airlines scheduled service through August 2014.	Mesquita	40	Agents
Travel Impressions Trade Show	Ft. Lauderdale, FL	4/23/2014 18:00	South	Support of annual tour operator show.	Wright	120	Agents
2014 Penn Relay Carnival	Tri-state & PA	4/24-26/2014 3:0	Northeast	Consumer event which will provide an excellent opportunity to create destination branding and generate social media conversations by way of the "Tweet to Win a Trip to Jamaica" Sweepstakes	Senior	150000	Consumers
ASTA Mid America Annual Travel Fest Trade Show	Columbus, OH	4/24/2014 18:00	Midwest	Opportunity to maintain presence in the marketplace and keep the momentum going that Jamaica is currently experiencing, especially from this state.	McDermoth	200	Agents
Jamaica Travel Specialist Dinner Seminar	Columbus, OH	4/24/2014 18:00	Midwest	One of four seminars being used to promote awareness of the Vacation Express summer charter and DL Airlines scheduled service through August 2014.	Mesquita	35	Agents
2014 Mercedes-Benz Corporate Run	Miami, FL	4/24/2014 18:30	South	Participation in this event will present a great opportunity to gain added exposure for Jamaica's annual marathons. Approx. 25,000 runners and over 800 companies are expected to participate. JTB will join with the producers of the Reggae Marathon and Kingston Marathon.	Wright	25000	Consumers
Travel Professionals of Color Natl Assoc Trade Show	Deerfield Beach, FL	4/26/2014 11:00	South	This event usually attracts both store-front and home-based agents from all of South Florida and so will present a great opportunity to promote the destination.	Wright	200	Consumers

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Friends of Good Shepherd MBI Inc. Dinner/Dance	Ft. Lauderdale, FL	4/26/2014 19:00	South	Support of diaspora event with JTB ad in their magazine.	NA	200	Consumers
Great Bridal Expo	Weston, FL	4/27/2014 12:00	South	Bridal show in Bonaventure, Florida will present a great opportunity to promote this niche market.	Wright	300	Consumers
Vacation Express Trade Show	Memphis, TN	4/28/2014 12:00	South	Support of tour operator trade show and great use of opportunity to network with agents and maintain presence in the marketplace.	Christie	80	Agents
Vacation Express Trade Show	Raleigh, NC	4/29/2014 12:00	South	Support of tour operator trade show and use opportunity to network with agents and maintain presence in the marketplace.	Christie	40	Agents
Vacation Express Trade Show	Raleigh, NC	4/29/2014 18:00	South	Opportunity to network with agents attending this tour operator's show.	Johnson	40	Agents
GoGo Tours Showcase	Columbia, SC	4/30/2014 18:00	South	Support of tour operator's annual trade show to update the trade on the Jamaica product	Christie	75	Agents
Jamaica Travel Specialist Seminar	Orange County, CA	4/30/2014 18:00	West	Seminar to update the JTS on the program and the destination.	Holland	35	Agents
JetBlue Inaugural Flight	Ft. Lauderdale, FL	5/1/2014 12:00	South	For this inaugural flight from the Ft. Lauderdale airport, JTB will sponsor live entertainment, refreshments and giveaways for boarding passengers going to Montego Bay.	Wright	500	Consumers
JTB Get All Right Fam Trip	MBJ/OCL	5/1-5/2014 3:00	Midwest	Jamaica Travel Specialist agents from the Dakotas, Wisconsin, Nebraska & Iowa states will be targeted to participate in this fam trip to Jamaica.	McDermoth	12	Agents
Jamaica Travel Specialist Seminar	Los Angeles, CA	5/1/2014 18:00	West	Seminar to update the JTS on the program and the destination.	Holland	35	Agents
JTB/Custom Travel Agency Fam	MBJ/OCL/NEG	5/2-5/2014 3:00	South	Fam Trip hosted for the staff of Custom Travel Agency in South Carolina.	Christie	14	Agents
11th Annual Golf Fest at Chelsea Piers	New York, NY	5/3/2014 15:00	Northeast	A one-day event that offers a great platform to build brand awareness and reach a highly concentrated demographic of avid NY City golfers.	Dobson	900	Consumers
JADE (Jamaican Assoc of Miami-Dade Educators)	Miami, FL	5/3/2014 19:00	South	Support diaspora event with ad in their community magazine, display table with brochures and a table at the event.	Wright	200	Consumers
Jamaica Travel Specialist Seminar	Austin, TX	5/5/2014 18:00	Southwest	Seminar to update the JTS on the program and the destination.	Woolcock	30	Agents
Grace Kennedy/Western Union Diaspora Event	Miramar, FL	5/6/2014 12:00	South	"Engaging the Diaspora - Enriching the Caribbean" will be hosted by Grace Kennedy & Western Union. Great opportunity to build relationships with the diaspora.	Chase	500	Consumers
Dinner Presentation - AAA Reservations Staff	Chicago, IL	5/6/2014 16:00	Midwest	JTB will host a dinner for the staff of AAA Travel and update the agents on the destination.	Bucknor	12	Agents
Jamaica Travel Specialist Seminar	Houston, TX	5/6/2014 18:00	Southwest	Seminar to update the JTS on the program and the destination.	Woolcock	50	Agents
Jamaica Travel Specialist Presentation	Phoenix/Scottsdale, AZ	5/7/2014 17:00	West	Exclusive JTS "One Love Rewards Program" presentation to reinforce the importance and benefits of the program and to keep Jamaica top of mind with these agents.	Holland	25	Agents
Jamaica Travel Specialist Seminar	Plano, TX	5/7/2014 18:00	Southwest	Seminar to update the JTS on the program and the destination.	Woolcock	50	Agents
Mom's Nite Out	Burlington, MA	5/8/2014 11:00	Northeast	<p>The Burlington Mall will celebrate Mother's Day with a mall event which features booths and entertainment. JTB will have a lounge area, decorated and branded and will feature the following:</p> <p>Coffee and cuisine (patties/jerk wings) sampling</p> <p>Photo booth - photos free to attendees will have the Jamaica logo on all photos taken</p> <p>Loop video on flat screen TV</p> <p>Brand imaging</p> <p>Trip giveaway with sign up</p> <p>Social media component to be created around show</p>	Dobson	1500	Consumers

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Indulge - Mother's Day Mall Promotion	King of Prussia, PA & White Plains, NY	5/8/2014 15:00	Northeast	JTB and industry partners will have an opportunity to expose Brand Jamaica at the Quaker Bridge & Westchester Malls during this promotion which will feature food sampling, collateral distribution etc to mallgoers. Jamaica Travel Specialists will be selected to join JTB at the booth for a call-to-action.	Senior & Sinclair	200000	Consumers
Jamaica Travel Specialist Seminar	Oklahoma City, OK	5/8/2014 18:00	Southwest	Seminar to update the JTS on the program and the destination.	Woolcock	30	Agents
Jamaica Travel Specialist Fam Trip	Montego Bay	5/9-12/2014 3:00	Northeast	JTB will partner with Half Moon Resort to showcase the destination firsthand to luxury travel agents from the New Jersey, Pennsylvania and New York areas.	Senior	10	Agents
Daytrips & Destinations Travel Family Fun Expo	Plantsville, CT	5/10/2014 15:00	Northeast	Annual consumer show organized by Fox CT TV and Hartford Courant will serve as a planning guide with show-only deals, giveaways and live entertainment. This show will provide the opportunity to market directly to travel enthusiasts from the region. Jamaica's print ad will feature in the Hartford Courant and other magazines with a total circulation of over 220,000.	Dobson	2000	Consumers
Romance Travel Forum	Cancun, Mexico	5/12-15/2014 10:	National	An event for travel professionals focusing on destination weddings, honeymoons and romantic getaways. JTB will take a booth and schedule appointments with brides-to-be and wedding planners attending.	Pace	120	Agents-Consumers
Travel Impressions Trade Show	Philadelphia, PA	5/12/2014 15:00	Northeast	Support of tour operator annual shows and maintain presence in the marketplace.	Senior	120	Agents
Vacation Express Trade Show	Louisville, KY	5/12/2014 16:00	Midwest	Tour operator's annual product launch to showcase their new charter and block seat schedule.	Mesquita	75	Agents
Travel Impressions Trade Show	Long Island, NY	5/13/2014 15:00	Northeast	Support of tour operator annual shows and maintain presence in the marketplace.	Sinclair	120	Agents
JTB Spa Fam Trip	MBJ/NEG	5/13-17/2014 3:0	Northeast	Agents in the New England states will have the opportunity to experience resorts in Jamaica that have Spa facilities.	Rogers	12	Agents
Vacation Express Trade Show	Cincinnati, OH	5/13/2014 17:00	Midwest	Tour operator's annual product launch to showcase their new charter and block seat schedule.	Mesquita	100	Agents
Travel Impressions Trade Show	New Jersey, NJ	5/14/2014 15:00	Northeast	Support of tour operator annual shows and maintain presence in the marketplace.	Senior	120	Agents
Jamaica Luxury Fam Trip	MBJ/OCJ	5/15-19/2014 8:0	South	JTB will partner with the luxury hotels - Round Hill, Half Moon, Tryall Club, Jamaica Inn and Golden Eye to host a fam trip for agents who sell luxury travel. Agents will receive an air credit for their airfare and ground transfers will be provided by JTL.	Christie	10	Agents
JTS "Get All Right" Fam Trip	MBJ/RBAY/OCJ	5/15-19/2014 8:0	Midwest	Jamaica Travel Specialist agents will be invited from the states of Ohio, Michigan, Kentucky and Pennsylvania on a fam trip to Jamaica. Focus will be on new/updated hotels and attractions in these resort areas.	Mesquita	12	Agents
Destination Training - Pleasant Holidays/Journese	Westlake Village, CA	5/16-18/2014 11:	Southwest	JTB has been invited to do destination training of the reservation agents during this weekend staff retreat. We will also sponsor lunch.	Holland	20	Agents
Jamaica USA Chamber of Commerce Luncheon/Trade Forum	Dania Beach, FL	5/16/2014 12:00	South	This diaspora event "Brand Jamaica to the World in Florida" is in its 10th year and the Minister of Industry, Investment & Commerce will be the keynote speaker from Jamaica.	Wright	500	Consumers
Delta Block Party	Atlanta, GA	5/17/2014 12:00	South	JTB will partner with Sunset Resorts & SuperClubs at this annual event which is designed to highlight travel and family fun.	Wright	4000	Consumers
Travel Impressions Trade Show	Chicago, IL	5/20/2014 15:00	Midwest	Support of tour operator annual shows and maintain presence in the marketplace.	Bucknor	120	Agents
Destination Training - Apple Vacations Reservations	Newtown Square, PA	5/20/2014 15:00	Northeast	Opportunity to continually update our supplier partners' reservations agents on the Jamaica product.	Senior	60	Agents
JTB/Apple Vacations Charter Fam Trip	MBJ/OCJ	5/21-24/2014 5:0	Midwest	Apple Vacations top Crystal and Platinum agents as well as members of our JTS Program will be hosted on-island for a site inspection tour of the Montego Bay and Ocho Rios areas.	Bucknor	12	Agents
Travel Impressions Trade Show	Denver, CO	5/22/2014 15:00	West	Support of tour operator annual shows and maintain presence in the marketplace.	Holland	120	Agents

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Atlanta Carnival	Atlanta, GA	5/24/2014 11:00	South	Support of diaspora event. Jamaica signage and/or logo will be very prominent at entrances, stage, video, the carnival website and all promotional material used for social media marketing.	Christie	6000	Consumers
JTB "Get All Right" Workshop	Atlanta, GA	5/27/2014 18:00	South	Dinner presentation to update the JTB Travel Specialists on the destination product.	Christie	65	Agents
JTB Get All Right Fam Trip	MBJ/NEG	5/29-6/2/2014 3:	Midwest	Jamaica Travel Specialist agents will be invited to participate in this fam trip to Jamaica.	MBJ	10	Agents
GoGo Worldwide Showcase	Philadelphia, PA	6/4/2014 18:00	Northeast	Annual series of shows to promote their product.	Senior	200	Agents
JTS "Spa" Fam Trip	Ocho Rios	6/5-9/2014 4:00:	Northeast	Agents from the Mid-Atlantic area will have a firsthand opportunity to be updated on-island.	Rogers	12	Agents
WAVE Awards (Western Agents Votes of Excellence)	Beverly Hills, CA	6/5/2014 17:00	West	9th annual event provides travel agents in the Western U.S. with a forum to recognize the best travel supplier partners. Jamaica is nominated in two categories - Best Beach Destination for a Romance Vacation and Tourism Board Providing the Best Travel Agent Support.	Holland/Woolc	600	Agents
IAGTO North American Convention	Charleston, SC	6/8-11/2014 10:0	National	Opportunity to interface during this annual trade event and network with golf tour operators primarily from the US who sell golf travel to the Caribbean.	Dawson	130	Trade
AIBTM (Americas Incentive, Business Tvl & Meetings Exhibition)	Orlando, FL	6/10-12/2014 10:	Groups	This event targeting the US meetings industry will attract approx. 5,000 planners from America and beyond who will carry out pre-scheduled appointments with suppliers as part of the unique Hosted Buyer Program.	Bullock	5000	Planners
GoGo Tours Showcase	Ft. Lauderdale, FL	6/11/2014 18:00	South	Support of tour operators annual show to update their top agents.	Wright	100	Agents
JTS "Get All Right" Fam Trip	KIN/PTA/OCJ	6/12-17/2014 8:0	Midwest	Jamaica Travel Specialist agents will be invited from the states of Wisconsin, N/S Dakota, Nebraska and Iowa on a fam trip to Jamaica. Focus will be on new/updated hotels and attractions in these resort areas.	McDermoth	12	Agents
JTS "Get All Right" Fam Trip	KIN/OCJ	6/12-17/2014 8:0	Midwest	Jamaica Travel Specialist agents will be invited from the states of Kentucky, Ohio, Michigan and Pennsylvania on a fam trip to Jamaica. Focus will be on new/updated hotels and attractions in these resort areas.	Mesquita	12	Agents
Jamaica Travel Specialist Fam Trip	Montego Bay, Jamaica	6/12-15/2014 3:0	Northeast	JTB will partner with Half Moon Resort to showcase the destination firsthand to luxury travel agents from the New Jersey, Pennsylvania and New York areas.	Sinclair	10	Agents
AIBTM Post Tour	Montego Bay	6/12-15/2014 3:0	Groups	Opportunity to host 20 pre-qualified buyers of Caribbean destinations attending the annual AIBTM conference in Orlando Florida. Buyers will travel to Jamaica immediately following the conference to experience first hand what the destination has to offer for future programs.	Bullock	20	Buyer
East Coast Golf Classic	Plymouth, MA	6/12/2014 16:00	Northeast	Jamaica will be given ownership of the Opportunity Drawing which is highlighted to attendees as well as the Expect Miracles Foundation entire support base. This Drawing will offer Jamaica maximum exposure as it has multiple points throughout the event. There will be coffee sampling by the Jamaican Blue Mountain team as well as cuisine sampling of patties and jerk wings - a great destination branding at this event.	Dobson	300	Consumers
5th Annual "Expressions" Caribbean-American Exhibition	Miami, FL	6/14/2014 0:00	South	Support of this multi-cultural event which provides an opportunity to reach the diaspora market in South Florida.	Wright	5000	Consumers
JTB "Get All Right" Workshop	Tampa, FL	6/18/2014 13:00	South	Our Jamaica Travel Specialists will be hosted to a trade show/seminar to update the agents on the destination and show appreciation for their support.	Wright	60	Agents
ASTA Summer Travel Fest	Minneapolis, MN	6/18/2014 17:00	Midwest	Annual show targeting member agents in the Quad cities which presents an opportunity to update the agents and recruit members for the Jamaica Travel Specialist Program.	McDermoth	150	Agents
JTB/Apple Vacations Charter Fam Trip	MBJ/OCJ	6/18-21/2014 5:0	Midwest	Apple Vacations top Crystal and Platinum agents as well as members of our JTS Program will be hosted on-island for a site inspection tour of the Montego Bay and Ocho Rios areas.	Bucknor	12	Agents

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Jamaica Luxury Fam	Montego Bay, JA	6/19-23/2014	8:0 South	JTB will partner with the luxury hotels such as Round Hill, Half Moon, Tryall Club, Jamaica Inn and Golden Eye to host agents who sell luxury travel.	Woolcock	10	Agents
JTB "Get All Right" Workshop	Orlando, FL	6/19/2014	12:00 South	Our Jamaica Travel Specialists will be hosted to a trade show/seminar to update the agents on the destination and show appreciation for their support.	Wright	60	Agents
JTS "Get All Right" Fam Trip	MBJ/RBY/OCH	6/20-24/2014	8:0 Midwest	Jamaica Travel Specialist agents will be invited from the states of Illinois, Indiana and Kansas on a fam trip to Jamaica. JTB will partner with AirTran Airways for discounted seats with the view to further increase bookings. Focus on-island will be on new/updated hotels and attractions in these resort areas.	Bucknor	12	Agents
Ziggy Marley Road Tour	Newport, RI	6/20/2014	16:00 Northeast	JTB will once again partner with Ziggy Marley on his Road Tour throughout several cities in the U.S. Ziggy's bus will be 'wrapped' with the new tagline "Get All Right" as it drives through the various states and this will provide an opportunity to brand the destination.	Dobson	200	Consumers
Ziggy Marley Road Tour	Hyannis, MA	6/21/2014	16:00 Northeast	JTB will once again partner with Ziggy Marley on his Road Tour throughout several cities in the U.S. Ziggy's bus will be 'wrapped' with the new tagline "Get All Right" as it drives through the various states and this will provide an opportunity to brand the destination.	Dobson	200	Consumers
JTS "Get All Right" Fam Trip	MBJ/OCH	6/27/2014	17:00 Midwest	Fam trip to update agents on the destination product on-island.	Bucknor	12	Agents
North Florida Pro-Am Tournament	St. Augustine, FL	6/30/2014	13:00 South	JTB will sponsor the Post Tournament Reception and "Closest to the Hole" contest at this golf event presenting a great opportunity to promotion this niche market to the golf pros.	Wright	120	Consumers
Jamaica "Get All Right" Day at Classic Vacations	San Jose, CA	7/11/2014	17:00 West	JTB will sponsor lunch and stage a themed day around their Open House format to further increase the awareness of the destination within Classic's resv and colleagues a their headquarters.	Holland	160	Agents
Jamaica Cultural Alliance 16th Annual Tea Party	Manhattan Beach, CA	7/13/2014	17:00 West	Opportunity to promote the destination at this annual Diaspora event.	Holland	120	Consumers
Ziggy Marley Road Tour	Orange County, CA	7/19/2014	18:00 West	JTB will once again partner with Ziggy Marley on his Road Tour throughout several cities in the U.S. Ziggy's bus will be 'wrapped' with the new tagline "Get All Right" as it drives through the various states and this will provide an opportunity to brand the destination.	Holland	200	Consumers
4th Annual Grace Jamaica Jerk Festival	Jamaica, NY	7/20/2014	16:00 Northeast	This event brings together chefs, music lovers, dance aficionados, cultural enthusiasts and consumers in general representing every key demographic, mostly Caribbean and African-Americans between the ages of 12-60. The destination will be promoted vigorously to all.	Sinclair	16000	Consumers
PTANA Hampton Roads Chapter Meeting	Hampton Roads, VA	7/24/2014	16:00 Northeast	JTB will partner with Travel Impressions to co-sponsor this chapter meeting. Agents will be updated on the product.	Rogers	50	Agents
Atlantic Food & Wine Festival	Atlantic City, NJ	7/25-27/2014	4:0 Northeast	Staged outdoors at the Atlantic City beach, this event presents an excellent opportunity to promote brand Jamaica and its cuisine to the affluent attendees.	Senior	21000	Consumers
Travel Agents of Tennessee Conference/Trade Show	Memphis, TN	7/26/2014	13:00 South	JTB will take a booth at this 17th Annual Conference to promote the destination product.	Christie	150	Agents
Ziggy Marley Road Tour	Silver Spring, MD	7/26/2014	16:00 Northeast	JTB will once again partner with Ziggy Marley on his Road Tour throughout several cities in the U.S. Ziggy's bus will be 'wrapped' with the new tagline "Get All Right" as it drives through the various states and this will provide an opportunity to brand the destination.	Rogers	250	Consumers
Jamaica Independence Celebrations	Chicago, IL	7/27/2014	17:00 Midwest	JTB will partner with the Consulate of Jamaica in Chicago to host the annual Independence Day celebration. This all-day event will target the Jamaican diaspora in the Chicagoland area and will feature musical entertainment.	Bucknor	1000	Consumers